

### **Amendments To The Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

Claim 1: (Previously presented) A method comprising:  
detecting a device capable of receiving and transmitting an electronic message;  
searching for a plurality of promotions stored in a storage module;  
receiving a signal from the detected device and detecting a device profile corresponding to the device using information contained in the signal wherein the device profile contains a preference for a product or a service and a geographical boundary; and  
selecting a particular promotion from the plurality of promotions based on the preference for the product or the service and the geographical boundary associated with the device profile.

Claim 2: (Previously presented) The method according to Claim 1 further comprising detecting the location of the device using the global positioning system.

Claim 3: (Previously presented) The method according to Claim 2 wherein the geographical boundary is relative to the current location of the device.

Claim 4: (Previously presented) The method according to Claim 1 wherein in the step of selecting a particular promotion, the particular promotion is selected based on the valid hours of availability.

Claim 5: (Previously presented) The method according to Claim 1 wherein in the step of searching for a plurality of promotions, each of the plurality of promotions includes an electronic coupon.

Claim 6: (Cancelled)

Claim 7: (Previously presented) The method according to Claim 1 further comprising detecting a promotion profile for each of the plurality of promotions.

Claim 8: (Previously presented) The method according to Claim 7 wherein the promotion profile for each of the plurality of promotions includes location information.

Claim 9: (Previously presented) The method according to Claim 7 wherein the promotion profile for each of the plurality of promotions includes a description of offerings.

Claim 10: (Previously presented) The method according to Claim 7 wherein the promotion profile includes days and time of validity for each of the plurality of promotions.

Claim 11: (Previously presented) The method according to Claim 7 wherein selecting the particular promotion is based on the promotion profile for each of the plurality of promotions.

Claim 12: (Previously presented) The method according to Claim 1 further comprising displaying the particular promotion on the device.

Claim 13: (Previously presented) The method according to Claim 1 wherein the particular promotion displayed on the device includes a location field, a type of product or service field, an hours of availability field and contact information field.

Claim 14: (Previously presented) The method according to Claim 1 wherein the device is associated with a particular user and has attributes that include a device attribute, a user identity attribute, a geographic boundary attribute and a product or service attribute.

Claim 15: (Previously presented) The method according to Claim 1 wherein the device is associated with multiple users and has attributes that include a device attribute, a plurality of user identity attributes, a geographic boundary attribute and a product or service attribute.

Claim 16: (Previously presented) A computer-readable medium having computer executable instructions for performing:

- detecting a device capable of receiving and transmitting an electronic message;
- searching for a plurality of promotions stored in a storage module;
- receiving a signal and detecting a device profile corresponding to the device using information contained in the signal wherein the device profile contains a preference for a product or a service and a geographical boundary; and
- selecting a particular promotion from the plurality of promotions based on the preference for the product or the service and the geographical boundary associated with the device profile.

Claim 17: (Previously presented) A method comprising:

- detecting a plurality of devices capable of receiving and transmitting an electronic message;
- detecting a jointly scheduled meeting stored on at least one of the plurality of devices, wherein the scheduled meeting is among participants including at least one participant associated with the at least one of the plurality of devices;
- receiving a location parameter from the at least one of the plurality of devices for the scheduled meeting;
- searching for a plurality of promotions stored in a storage module; and
- selecting a particular promotion from the plurality of promotions based on the location parameter.

Claim 18: (Previously presented) The method according to Claim 17 wherein selecting the particular promotion is further based on a time of the scheduled meeting.

Claim 19: (Previously presented) The method according to Claim 17 wherein selecting the particular promotion further comprises matching the location parameter with the particular promotion such that the particular promotion is utilized at a location associated with the scheduled meeting.

Claim 20: (Previously presented) The method according to Claim 17 wherein selecting the particular promotion further comprises matching the location parameter with the particular promotion such that the particular promotion is utilized at a competing location.

Claim 21: (Previously presented) The method according to Claim 17 wherein selecting the particular promotion further comprises matching the location parameter with the particular promotion such that the particular promotion is utilized at a location unrelated to a location associated with the scheduled meeting.

Claim 22: (Previously presented) The method according to Claim 17 further comprising detecting a current location for each of the plurality of devices.

Claim 23: (Previously presented) A computer-readable medium having computer executable instructions for performing:

- detecting a device associated with a user;
- storing a device record containing user information associated with the user and a promotion record containing promotion information associated with a promotion;
- receiving a signal from the device containing information and retrieving the user profile information using the information; and
- selecting a particular promotion based on the user information that includes a preference for a product or a service and a geographical boundary associated with the device, and the promotion information.

Claim 24: (Previously presented) The computer-readable medium according to Claim 23 wherein the geographical boundary is relative to the current location of the device.

Claim 25: (Previously presented) The computer-readable medium according to Claim 23 wherein the current location of the device is determined using a global positioning system.

Claim 26: (Previously presented) The computer-readable medium according to Claim 23 wherein the particular promotion includes an electronic coupon.

Claim 27: (Previously presented) The computer-readable medium according to Claim 23 wherein the promotion information includes a time and date validity.

Claim 28: (Previously presented) The computer-readable medium according to Claim 23 wherein the promotion information includes location information.

Claim 29: (Previously presented) A computer-readable medium having computer executable instructions for performing:

- detecting a plurality of devices capable of receiving and transmitting an electronic message;

- detecting a jointly scheduled meeting stored on at least one of the plurality of devices, wherein the scheduled meeting is among participants including at least one participant associated with the at least one of the plurality of devices;

- receiving a location parameter from the at least one of the plurality of devices for the scheduled meeting;

- searching for a plurality of promotions stored in a storage module; and

- selecting a particular promotion from the plurality of promotions based on the location parameter.

Claim 30 (currently amended): The method according to Claim 17, wherein the scheduled meeting is scheduled using the portable device's calendar function.